

A photograph of four male performers in dark suits and patterned ties, singing into microphones on a stage. The background is dark with blue and red stage lights and a starry pattern. The Branson Missouri logo is overlaid in the center. The logo features the word "Branson" in a large, white, cursive script, with "MISSOURI" in a smaller, white, sans-serif font below it, and a white five-pointed star to the right of the word "MISSOURI".

Branson
MISSOURI

2Q 2021 BRANSON CHAMBER/CVB UPDATE

PRESENTED BY:

Jason Outman, CDME, CASE
President/Chief Executive Officer
Branson/Lakes Area
Chamber of Commerce and CVB



CEO UPDATE

BRANSON LIVE SHOWS SVOG WEBINAR:

The Chamber/CVB and Taney County Partnership held a webinar specifically for Branson's live music shows on the Shuttered Venue Operator Grants (SVOG) in April. More than 35 representatives from Branson's theatre industry were in attendance. The SBA/SBDC covered key information on applying for the grants, which could equal up to 45% of 2019 revenue for hard hit shows. We are happy to announce some live shows in our community have started receiving these funds.

CEO UPDATE

C O N T I N U E D

TOURISM TAX VIDEOS/DIGITAL ADVERTISING:

Special thanks to the following community members for assisting with our video campaign on the Tourism Tax, which was successfully renewed by Branson voters in April: Steve and Raeanne Presley; Mike Patrick; Craig Wescott; Clay Cooper; Blake Robbins; Phil Cox

The video campaign was strategically promoted through digital and social media advertising with a geofence around residents within Branson city limits. Here are a few highlights:

- Reach-13,052
 - Impressions-53,182
 - Clicks- 2,356
 - CTR- 4.43%
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CEO UPDATE

C O N T I N U E D

IMAGINEBRANSONMO.COM MARKETING:

The Chamber/CVB is now strategically marketing this new website, targeted at addressing the community's most pressing issue – workforce shortage. Imagine Branson has more than 20 stories highlighting reasons to Live, Work and Invest in the Branson/Lakes Area. Businesses can also post job openings for FREE.

CEO UPDATE

C O N T I N U E D

STATE OF THE STATE LUNCHEON:

The Chamber/CVB was honored to host Governor Mike Parson for the sold-out State of the State Luncheon on June 7 at the Chateau on the Lake. The luncheon had 250 guests, including several local, state, and federal dignitaries, and was possible thanks to sponsors Arvest Bank, Titanic Museum Attraction, and Ollis/Akers/Arney.

CEO UPDATE

C O N T I N U E D

SEWER TAX RENEWAL DIGITAL MARKETING:

The Chamber/CVB and Taney County Partnership are leading efforts to renew the sewer sales tax in Taney County. The public is strongly encouraged to VOTE YES on August 3, to continue growing the county while protecting local lakes, streams and drinking water wells. Special thanks to the following community leaders for assisting in videos for the digital marketing efforts: Ron Daniels; John Souttee; Rick Ziegenfuss; Carless Osbourn; Debbie Redford

CEO UPDATE

C O N T I N U E D

THRESHOLD 360 LAUNCH:

The Chamber/CVB launched its partnership with Threshold 360 at the Branson Lodging Association Luncheon on June 15. Threshold 360 is the leading platform for creating and distributing 360° virtual tours for the hospitality industry and is proven to increase online engagement, meeting sales, and direct bookings. Examples of 360 virtual tours taken in Branson will be available for the public to see early third quarter 2021.

CEO UPDATE

C O N T I N U E D

BRANSON BUGLE PARTNERSHIPS:

The Branson Bugle is now fully digital and can be found online at BransonChamber.com. This resource is designed to educate veterans on events/special offers available in Branson throughout the year, and especially Veterans Week, to assist them in planning their next vacation. Businesses wanting to place offers/product in front of veterans and their families are encouraged to reach out to Shelly Vorhaben svorhaben@bransonchamber.com for more information.

MARKETING UPDATE

CONTINUED

TOP VISITATION CITIES FOR 2Q

- | | | |
|---|---|----------------|
| 1. Springfield | 7. Joplin-Pittsburg | 14. Jonesboro |
| 2. Kansas City | 8. Oklahoma City | 15. Des Moines |
| 3. Little Rock | 9. Columbia-Jefferson City | 16. Chicago |
| 4. St. Louis | 10. Dallas-Ft. Worth | 17. Shreveport |
| 5. Northwest Arkansas-
Fayetteville, Ft. Smith,
Bentonville, Rogers | 11. Wichita-Hutchison | 18. Topeka |
| 6. Tulsa | 12. Paducah-Cape Girardeau-
Harrisburg | 19. Omaha |
| | 13. Memphis | 20. Houston |

***MOST MARKETS WITHIN 300 MILES**

MARKETING UPDATE

CAMPAIGN FOR SUMMER TRAVELERS, MAY-JULY



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Social Content Overview

FEED POSTS- TEXT POSTS, UGC, PHOTOS



PHOTOS

From our library, photos showcasing summer escapes, live shows, adventures, thrills, high energy etc.



UGC Photos:

Adventures, summer action shots, attractions, fun, relevant photos within our bright and vibrant summer theme.



TEXT POSTS

believe statements or "saving" posts with tips for planning, inspirational quotes, testimonials, and links to articles.

**THIS IS AN
INTERACTIVE SLIDE
THAT WILL BE
DISPLAYED DURING
THE MEETING.**

MEETINGS & CONVENTIONS UPDATE

2021 Q2 HIGHLIGHTS

ECONOMIC IMPACT

10,084

ROOM NIGHTS (ACTUALIZED BUSINESS)

\$3,241,863

ESTIMATED ECONOMIC IMPACT (ACTUALIZED BUSINESS)

1,458

JOBS SUPPORTED (ACTUALIZED BUSINESS)

8,961

ROOM NIGHTS BOOKED (FUTURE BUSINESS)

\$4,315,326

ESTIMATED ECONOMIC IMPACT (FUTURE BUSINESS)

1,652

JOBS SUPPORTED (FUTURE BUSINESS)

REASONS FOR LOST BUSINESS: Cancelled, Lack of Hotel/Venue Availability, Branson Declined, Lodging Rates, Pandemic, Planner received great package from another competitor, Board Decision, Weather, Space requirements too large, Meeting Space/Exhibit rental fees too high and Other.

Estimated Economic Impact and Jobs Supported derived from the Destination International (DI) impact calculator.

SPORTS UPDATE

2021 Q2 HIGHLIGHTS | ECONOMIC IMPACT

12,167

ROOM NIGHTS (ACTUALIZED BUSINESS)

\$7.87M

ESTIMATED ECONOMIC IMPACT (ACTUALIZED BUSINESS)

2,469

JOBS SUPPORTED (ACTUALIZED BUSINESS)

8,446

ROOM NIGHTS BOOKED (FUTURE BUSINESS)

\$5.04M

ESTIMATED ECONOMIC IMPACT (FUTURE BUSINESS)

2,174

JOBS SUPPORTED (FUTURE BUSINESS)

*Estimated Economic Impact and Jobs Supported derived from the Destination International (DI) impact calculator.

LEISURE GROUP SALES UPDATE

April 27-30 – Hosted Group Travel & Reunion Planner FAM

April 13 – ABA Marketplace on Demand – Virtual Meetings & Appointments

April 19-21 – Travel Alliance Partners TAP Dance – Virtual Meetings & Appointments

April – Hosted Quarterly Leisure Group Committee Meetings for Student Market, Tour Operators, Travel Agents and Reunion Groups

May 17 – Our new Leisure Group Sales Coordinator joined the team.

May 18 – ABA Marketplace on Demand – Virtual Meetings & Appointments

June 1-4 – Hosted Group Travel & Reunion Planner FAM

June 7-10 – Attended Military Reunion Network Educational Summit, Colorado Springs, CO

June 30 – Attended Receptive Tour Operator East, New York, NY

PR UPDATE

ROI FOR 2Q 2021 IS 51:1

TOP 3 VIEWED ARTICLES



Yahoo! Finance | June 8

The Most Affordable
Vacation Spots Nearest
To You (No Matter Where
You Are in the US)

REACH 51M



USA Today | June 22

9 summer vacation ideas
for families: Hersheypark,
San Diego, Bahamas,
Dollywood, Vegas

REACH 20M



Forbes | June 30

Great Escapes: 11
Alternatives To America's
Crowded National Parks

REACH 33M



Thank You!